



Lifelong Learning Starts Now



SelectedTrust.org

OUR MISSION



The Selected Educational Trust (the “Trust”) is the charitable fundraising arm of Selected Independent Funeral Homes. This 501(c)(3) nonprofit corporation was established in 1982 *to provide the best educational opportunities for the advancement and support of all who work within and for the independent funeral service profession.*

It is the aim of the Trust to provide networking opportunities for job placement and career support, to provide financial support for continued and advanced educational opportunities, to educate, and to provide viable and sustainable solutions to the needs of these high-level practitioners.

The Trust serves as a fundamental resource providing programs for personal and professional growth of death-care practitioners in the areas of business management, workforce development, leadership, education, and research. With the dollars raised from donations, sponsorships, special events, investment income, and planned gifts; the Trust funds scholarships, educational seminars, community outreach campaigns, employment opportunities, job fairs, networking sessions, and events.

The Trust continues to serve the independent funeral service profession through the development of new programs, broader outreach, innovative research, and education.

Why the Trust? Because the Selected Educational Trust has become and continues to be the only organization dedicated solely to supporting the independent funeral service profession.

“I’m so thankful for this scholarship. It’s helping me continue my journey in funeral service without the stress of student loans. I’m currently interning as a funeral director and embalmer with the goal of owning my own mortuary service one day. This support brings me closer to that dream.”



Christie White

Delgado Community College
Recipient of the 2025 Michael R. St. Pierre
Memorial Scholarship



**Scan to hear more stories
from those who have
personally experienced
the impact of the Trust!**

MAKING AN IMPACT ON THE PROFESSION

26
JOB FAIRS

To date, the Trust has managed 26 in-person or virtual job fairs in conjunction with 12 ABFSE-approved mortuary science schools. These efforts have connected more than 600 students with representatives from 83 funeral homes across 23 states. With offers still in process, the Trust is pleased to say that we are still holding a 9% hire-rate from among these attendees.

One hundred percent of student participants who responded to our surveys thought the Trust Job Fairs were well worth their time and effort!

\$216,000

AWARDED IN SCHOLARSHIPS

67 Second-Career Scholarships totaling \$96,500

21 Memorial Scholarships totaling \$36,800

16 Leadership Academy Scholarships totaling \$72,000

750+

MORTUARY SCIENCE STUDENTS

In total, more than 750 students have utilized the Mortuary Science Student Center representing 16 ABFSE-approved Mortuary Science Schools in the United States.



Selected Leadership Academy Scholarship Recipients (L-R):
Megan Ott 2025, April Penner 2026, Hannah Ashley 2026, Alisha Gilliland 2025, Wade Overturf 2024.

SECOND-CAREER SCHOLARSHIP PROGRAM

SelectedTrust.org/Second-Career-Scholarship

Recognizing the need to support students pursuing Mortuary Science as a second career, the Trust established the *Second-Career Scholarship Program*. This program provides up to four \$1,500 scholarships annually to students entering this profession at an accredited Mortuary Science School in pursuit of a new and more fulfilling second career.



MEMORIAL SCHOLARSHIPS

SelectedTrust.org/Memorial-Scholarships

The Trust is host to a series of endowed named scholarships paying homage to important figures in local communities across the country, offering scholarships as much as \$5,000 to those newly joining the profession.



LEADERSHIP ACADEMY SCHOLARSHIPS

SelectedTrust.org/Academy-Scholarship

The Trust responded to the need for higher education scholarships by establishing funding for Selected's Leadership Academy participants. These full-tuition awards fund this two-year, high-level academic program and includes a yearly stipend. The program focuses on leadership, business acumen, and self-development through interactive conference calls, personal coaching calls, and face-to-face experiences.



AMBASSADOR OF THE YEAR AWARDS PROGRAM

Established in 2021, the Ambassador of the Year Awards Program honors individuals for their outstanding contributions to the mission and vision of the Selected Educational Trust, their personal and significant contributions to the independent funeral service profession, and their commitment to provide lifelong learning opportunities for all who work within and for this time-honored profession. Each year, two individuals, a Funeral Service Professional and an Industry Partner Leader, are selected by the Board of Trustees to receive this distinguished award. The recipients are honored during a ceremony held at Selected's Annual Meeting.

The Trust thanks Physicians Mutual, sponsor of the Ambassador of the Year Awards Program since its inception in 2021.



Ambassador of the Year Funeral Service Professional



Paul St. Pierre
2025



Robert Nunnaley
2024



James H. Busch
2023



Charles M. Billow
2022



Boyd Mothe, Jr.
2021

Ambassador of the Year Industry Partner Leader



Lisa Baue
2025



Tim Bridgers
2024



Dean Lambert
2023



Kevin Czachor
2022



Alicia Carr
2021

WORKFORCE DEVELOPMENT OPPORTUNITIES



The greatest need within the funeral service profession today is finding qualified, competent help. Studies indicate that of the 2,500 students who enroll annually in Mortuary Science School, 75% will have dropped out of school or left the profession within five years, leaving a personnel shortage that is nearly insurmountable. To assist Selected member and non-member firms engage in pro-active procurement of qualified, competent staff, the Trust has developed and refined four **Workforce Development Opportunities Centers**.

JOB FAIRS CENTER – ON-SITE AND VIRTUAL

SelectedTrust.org/Job-Fairs-Center

The Trust manages several multi-faceted networking sessions each year, bringing together funeral home owners and upcoming Mortuary Science School graduates from academic institutions all over the country. Job seekers and prospective employers meet each other either in-person or virtually to share opportunities and find the best fit for the future of the profession.



David Mahn
Mahn Family Funeral
and Cremation Services,
Rochester, MN

"I was very impressed with how the students represented themselves. They asked very good questions and were very professional. I also appreciated that it was a casual event not like a job interview."

In the past three years, 9% of all students participating in Trust Job Fairs have been hired by Selected member firms!

Survey feedback results indicated that 50% of our member firms had met candidates who could potentially become employees.

Workforce Development programs sponsored by:



EMPLOYMENT CENTER

SelectedTrust.org/employment-center

The Trust has provided the ideal place for Selected members to post job openings visible to the public at large, including the academic and professional communities. As a bonus, your job posting will automatically be forwarded to program directors of every accredited Mortuary Science School in America, giving you the broadest distribution and outreach possible.



The screenshot shows the 'Employment Center' page with a navigation bar and a list of job opportunities categorized by region: WEST, CENTRAL, SOUTH, and EAST. Each region is represented by a colored map and a list of job titles and locations.

WEST

- MGR - Albuquerque, NM

CENTRAL

- FD - Madison, WI
- FD/E - Iowa City, IA
- FD - Chicago, IL
- E - Cape Girardeau, MO
- FD - Traverse City, MI
- FD, A - Hanover, PA
- AD - State College, PA
- FD/E - Richmond, IN
- FD/E - Scottsburg, IN
- FD/E - Erlanger, KY

SOUTH

- MGR - Richmond, VA
- FD/E - Wilmington, NC
- FD/E - Augusta, GA
- FD - San Antonio, TX
- E - San Antonio, TX

EAST

- FD, A - Portland, ME
- FD, A - Rochester, NY

MORTUARY SCIENCE STUDENT CENTER

Jobs.SelectedTrust.org/Student-Center

To enhance our response to the call for qualified employees, the Trust created the Mortuary Science Student Center. This database resource provides the contact information as well as educational and employment histories for Mortuary Science students actively seeking employment. This is available exclusively to Selected members.



CAREER CENTER

Jobs.SelectedTrust.org/Career-Center

In order to better serve Selected members and meet the ever-increasing need to find competent, quality staff, the Selected Educational Trust has created the Career Center which offers any funeral service professional seeking to make a change in his/her employment the opportunity to post their professional qualifications free-of-charge and anonymously on the Trust website. These postings will be viewed exclusively by Selected member firms seeking to enhance their staff rosters.



David A. Cox
President and Co-Owner,
The Meeks Mortuary and
Crematory, Muncie, IN

"I took a look at the Trust's recently launched Career Center. I found a listing and sent in a request to connect with this candidate. We had a great conversation, and she started work for us in November. We couldn't be happier. For us, the Trust's Career Center is the perfect example of Connecting Leaders and Transforming Care. We highly recommend the Career Center!"

The Trust continues to listen to all who work within and for the independent funeral service profession. You are part of this profession. Please join the Trust and become a partner for its future! There are several ways you can support the Trust:

Donations. Your gift of cash (or in the form of a pledge) will directly support the Trust and its programs. Donations can be made in any amount and in a variety of formats: via cash, check, credit card, PayPal, or Venmo.

Tributes. Honor the memory of a loved one or celebrate someone for whom you have a deep and abiding respect with a memorial gift. This includes becoming an Ambassador Envoy by making a gift in honor of the Ambassador of the Year Award recipients.

Sponsorships. Sponsors of the Trust's programs, scholarships, and Welcome Celebration get to meet our Selected members in person, mingle, and network with them at events and have branding exposure on a myriad of digital platforms and printed publications.



Above: The Trendsetters Selected Study Group, honored at the 2025 Selected Annual Meeting for winning the second annual Selected Study Groups Giving Challenge, which raised more than \$30,000 for the Trust in 24 hours.

Donate Your Firm's Cremation Recycling Revenue.

Turn your firm's recycling revenues into a tax-deductible donation through the C.A.R.E Initiative. Use the services of Cremation Recycling (or any recycler of your choice) to manage your cremation recycling efforts and earmark a portion of that revenue for the Trust.

Planned Giving. Become a Legacy Donor by naming the Selected Educational Trust in your will or estate plans. Other planned gifts may include insurance policies, charitable trusts, annuities, or pooled income vehicles. Contact Stefanie Favia to discuss including the Trust in your estate plans.

Major Gifts. The Pyramid Builders Society was established to provide a giving opportunity for our donors who want to make a significant impact on the independent funeral service profession. This unique giving society forms the foundation of the Trust's core programs: scholarship, research, education, workforce development, and community involvement. Membership in this exclusive group will identify those individuals and firms firmly committed to the future of the death-care profession.



Scan to find the right method of giving for you.



SelectedTrust.org/Our-History

Established in 1982 as a separate 501(c)(3) charity, the Selected Educational Trust sought to provide support to the membership of Selected Independent Funeral Homes. However, in 2009 the scope and purpose of the Trust was expanded to include *all who work within and in support of the independent funeral service profession*. Literally, it is to support the individuals who serve family-owned and multi-generational-operated businesses.

A Board of Trustees, appointed and governed by the Selected Independent Funeral Homes' Board of Directors, oversees the Trust's operations including its philanthropic and programmatic activities. The Trustees also serve as the Scholarship Awards Review Committee. The Trustees meet quarterly and at two of those meetings, select the scholarship recipients from among the applications submitted. Selected's Executive Director and CEO serves on the Board as its Administrative Trustee.

In 2017, the Trustees in collaboration with the Board of Directors, invested a great deal of time and effort to perform an in-depth evaluation of the Trust and its programmatic and operational progress to date. As a result of this year-long investment of time and reflection, it was decided to hire a full-time Director to manage the programmatic, philanthropic, and operational functions of the Trust. In this capacity the new Director would re-shape and redirect the Trust to become a self-sustaining and self-supporting entity.

But the core of the Trust's purpose would remain the same: to provide the best educational opportunities available to those who work within and for the independent funeral service profession. *The Trust will remain the cornerstone of lifelong learning, growth, development and leadership for the future of death-care services.*



Trustees gather at the 2025 Annual Meeting of Selected Independent Funeral Homes.

2026 BOARD OF TRUSTEES



Kevin Brown
Hinsey-Brown
Funeral Service, Inc.
New Castle, IN



Tiffany Pape Hofer
Luce, Luze and Reck
Funeral Homes
Miller, SD



Cy Hume
A.S. Turner & Sons Funeral
Home and Crematory
Decatur, GA



Robert Justen
Justen Funeral Home
& Crematory
McHenry, IL



**Leigh
Klemencic**
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Insurance Company
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*Liaison to the Selected
Board of Directors*



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Todd Walton
Welch & Cornett
Walton Funeral
Service, Inc.
Linton, IN



Jason Winters
McClendon-Winters
Funeral Home
Okmulgee, OK

TRUST STAFF



Stefanie Favia
Executive Director



Ashley Gottlieb
Administrative and
Marketing Assistant

"Supporting the Selected Educational Trust always has been high-priority for me. I firmly believe in the purpose and viability of the Trust, and I am honored to serve as Trustee. The Trust allows Selected to underwrite programs that sets it apart from other organizations."

Kevin Brown
Hinsey Brown Funeral Service, Inc.
New Castle, IN



For more information, please contact

Stefanie Favia

Executive Director

Stefanie@SelectedTrust.org

888-708-7878 or 847-236-0150

SelectedTrust.org

Selected Independent Funeral Homes Educational Trust

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The Selected Educational Trust is incorporated
as a 501(c)(3) Charitable Organization
as recognized by the IRS. Contributions to the
Selected Educational Trust are
tax-deductible to the fullest extent allowed by law.